

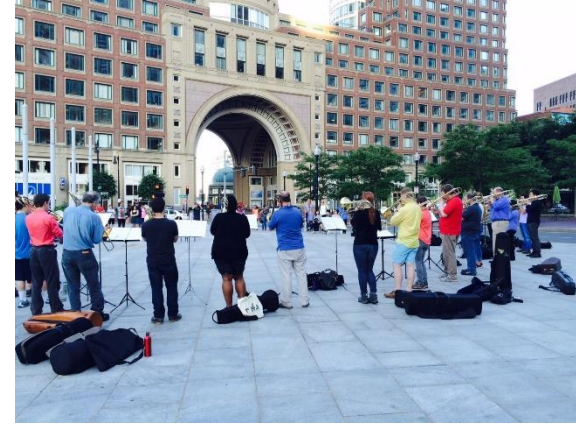


RoseKennedyGreenway.org

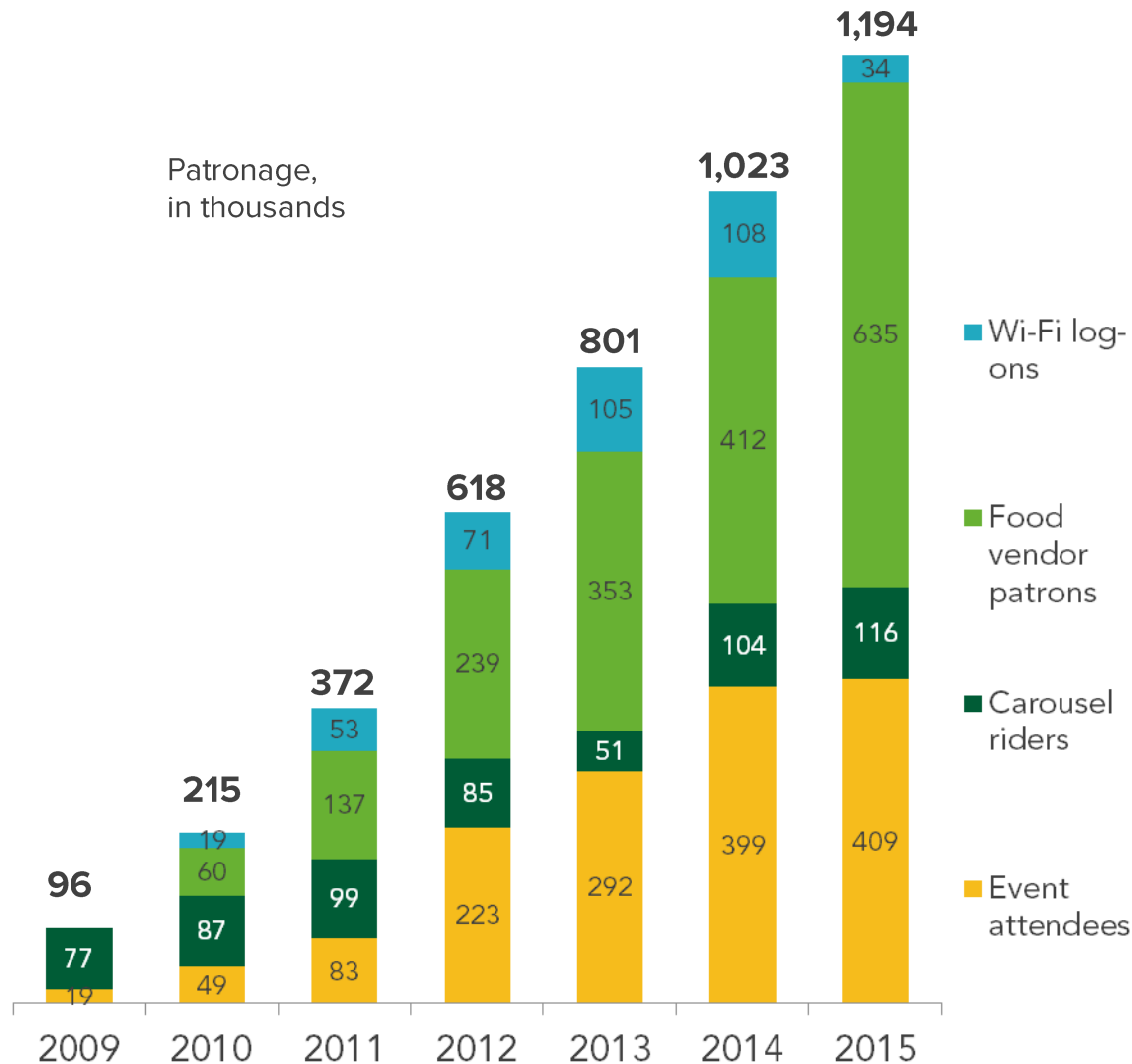
Programs & Planning

Presentation to Greenway Board
March 29, 2016

300 free events hosted annually on The Greenway – plus food trucks, Carousel, and more



Greenway welcomed 1,194,000 patrons in 2015, plus millions more who casually enjoy the park





Looking Back: 2015

50 Individual Events

January 2015

29 – Dan Beyer’s Snowdecahedron

February

13 – Chinatown Flower Market

March 2015

29 – AHP Sculpture Reconfiguration

April 2015

11 – AHP Sculpture Viewing

18 – Food Truck Festival

24 – Commemoration of Armenian Genocide

25 – World Tai Chi Day

May 2015

2 – World Labyrinth Day

3 – Flash Forward Party

9 – Ginger Ale Dancers

11 – Echelman Opening

16 – AVON Walk for Breast Cancer

June 2015

9 – 2015 Greenway Gala

14 – Race Amity Day

19 – Free Fun Fridays kickoff

19 – Green Fashion Show

20 – Glow in the Park

21 – MakeMusicBoston

25 – Chamber YPN night @ Block Party

27 – Overnight Suicide Prevention Walk

July 2015

9 – City Sports Triathlon Clinic One-Off

14 – Coolidge Corner Film Screening

25 & 26 – FIGMENT

29 – Member + Volunteer Picnic

August 2015

4 – Truck & Tractor Day

5 – Coolidge Corner Film Screening

7 – Free Fun Friday

9 – August Moon Festival

15 – NAAAP Business Festival

23 – Shojo Block Party

28 – Strandbeest

September 2015

9 – Clover Movie Night

11 – 9/11 Service Project

13 – Boston Public Market picnic

14 – JP Morgan/Republic Yoga Class

16 – Spartan Workout class

17 – InterContinental lunch

18 – Brazilian Consulate welcome

20 – AHP Family + Friends Day

20 – Boston Local Food Fest

24 – Mural Opening

26 – CityAwake

26 – Chinatown Lantern Festival

October 2015

1 – New Citizens Welcome

5 – North End celebration

7 – Boston Ballet

9 – HUBweek

November 2015

7 – For the Love of Beer

30 – Winter Lights

December 2015

20 – World Peace Candlelit Labyrinth Walk

21 Recurring Events

- Berklee Concert Series

- Boston Calling Block Parties

- Cornhole League

- Greenway Open Market

- Boston Public Market

- Hermione / Tall Ships

- Films at the Gate (Chinatown)

- Let’s Dance Boston

- Leading Age

- Boys & Girls Club Tours

- AHP Labyrinth Walk

- Core Power

- City Sports Beantown Bootcamp

-AMP Agency One-Off

-Healthworks + City Sports

-Training for Warriors

-Stroller Class

-MSL Pilates

-City Sports/Reebok

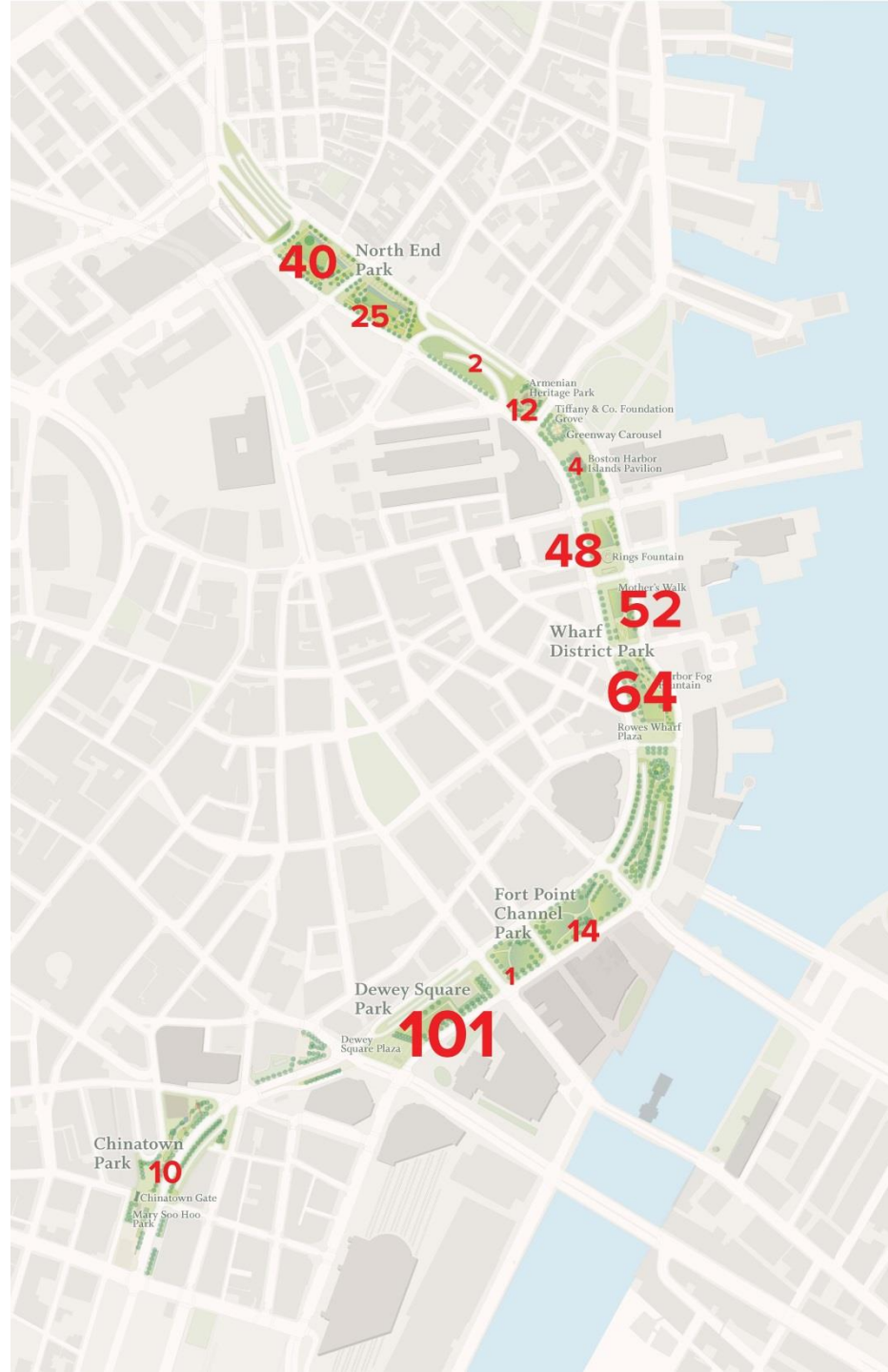
-Inner City Weightlifting

-Republic Fitness

82 Fitness Classes

21 Samplings & Promotions

Events in Every Park



Greenway events brought thousands to enjoy *As If It Were Already Here*



Greenway Gala (Photo credit Pierce Harman)



Glow in the Park



Berklee Concert Series



Greenway Gala (Photo credit Pierce Harman)



Opening Celebration



New Partnerships

Strandbeests @ Dewey, PEM



Let's Dance Boston, Celebrity Series



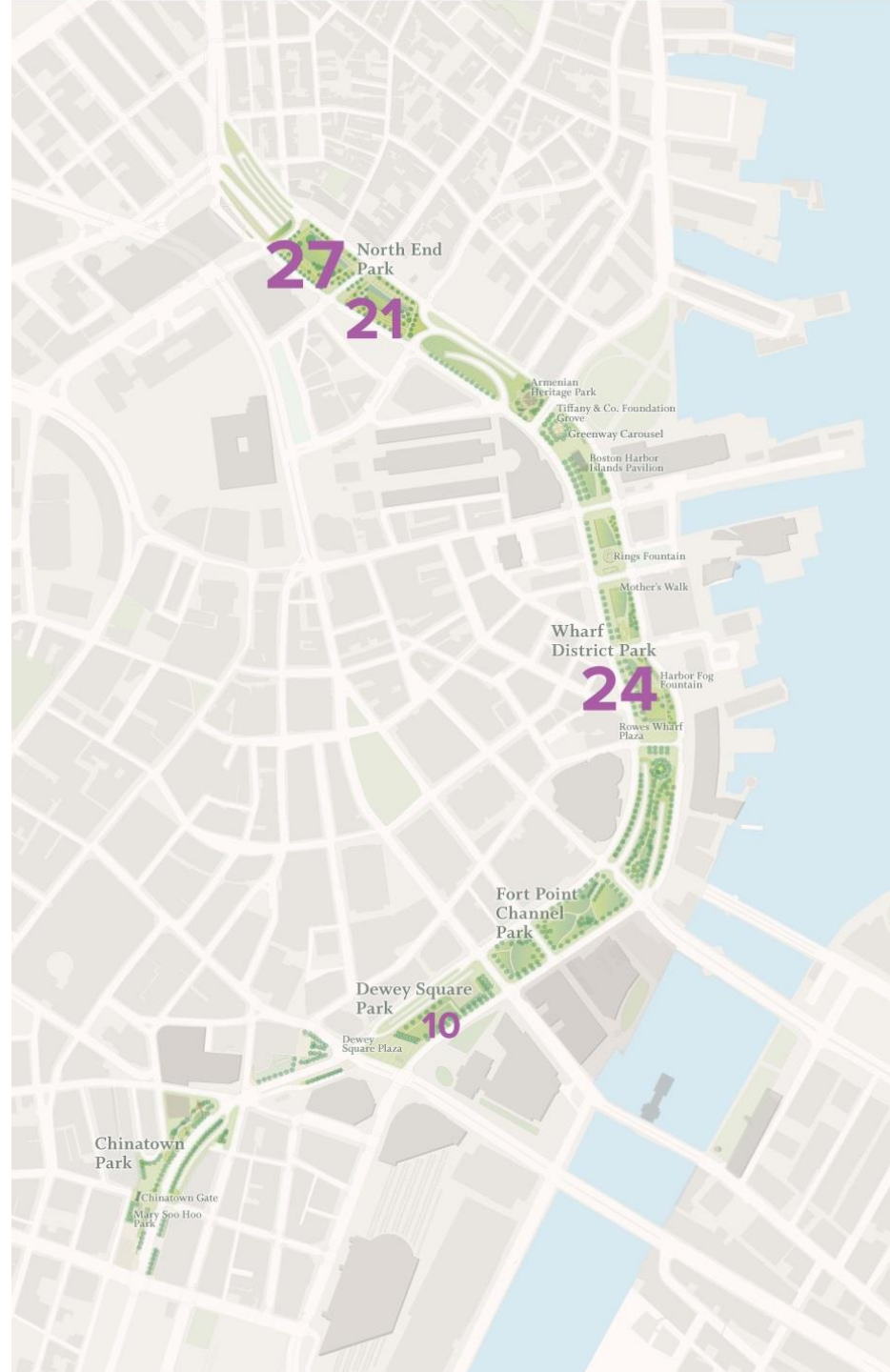
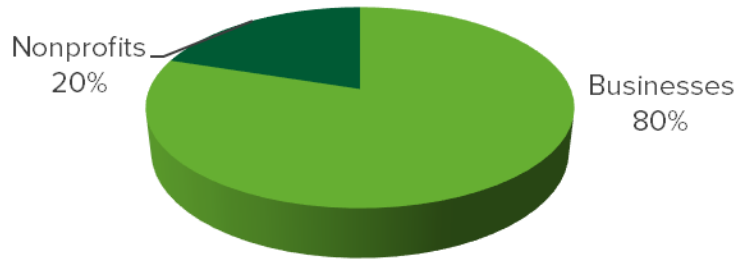
Movie Nights, Coolidge Theater



Boston Ballet

82 Fitness Classes through 10 Partners

Partner Breakdown



Promotions & Sampling: Generated Over \$95K



Community Days with Boys & Girls Clubs of Boston





Looking Forward: 2016

Greenway Playmaking

Play is:

- Apparently purposeless
- Voluntary
- Inherent attraction
- Freedom from time
- Diminished consciousness of self
- Improvisational potential
- Continuation desire

From *Play* by Stuart Brown (2009)



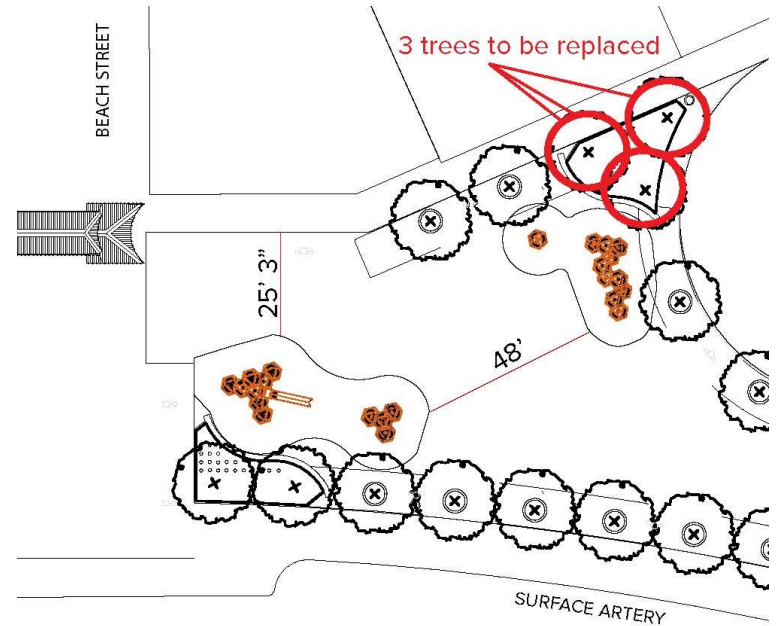
2016 Play Focus

Activity	Description	Park Area
Youth Adventure Days	Tuesdays & Thursdays, focused on low-income communities	Dewey to Carousel
Play Sessions	Staff with play equipment (Uni, Imagination Playground, etc.)	Chinatown & Rings Fountain
Event Coordination	Truck and Tractor Day, Free Fun Friday, A-VOYCE Fun Days, Story Strolls, etc.	Chinatown & Rings Fountain
Event Support	FIGMENT, BLFF, Chinatown festivals, Coolidge Corner movie nights, etc.	Varying



Chinatown Activation: Site Improvements

- Tree work
 - Remove unhealthy Honey Locust
 - Replace with 2 ornamental trees
- PlayCubes
 - Install: Week of May 9th
 - Media days: May 15th and 16th
 - Opening celebration: May 19th



Chinatown Activation: Programming

- A-Voyce “SaturPlay Series”
 - 1st Saturdays of every month
 - April through October
 - Youth-led interventions to activate Tiananmen Memorial Park
- Other events
 - Lantern Festival
 - Chicken and Rice Eating Contest
 - Figment
 - Films at the Gate



The 2016 season will host the most vendors ever on the Greenway with 35 food trucks and trikes!

Bacon Truck
Baja Taco Truck
Bon Me
Chicken & Rice Guys
ChikChak
Chubby Chickpea
Clover
Cookie Monstah
Cupcake City
Frozen Hoagies
Gogi on the Block
Jamaica Me Hungry
Mei Mei
Momogoose
Moyzilla
Munch Mobile
North East of the Border Truck
Pennypackers
Posto
Quebrada
Roving Lunch Box
Roxy's
Sabroso
Sheherazad
Stoked
Taco Party
Tea Station
Tenoch
The Dining Car
Third Cliff Bakery
Walden Meat Co.
Walloon's Fried Chicken
Zinneken Truck
Zo on the Go

THE
GREEN
WAY

momoGoose

TACO
PARTY



TENOCH
MEXICAN

BON ME



ZO

CLOVER

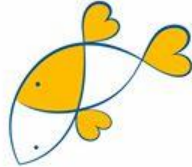
ZINNEKEN'S



Walloon's
Fried Chicken Sandwiches & Fries



JAMAICA ME HUNGRY
HOME COOKED GOURMET FOOD DELIVERED TO YOUR DOOR



mei mei



Sheherazad

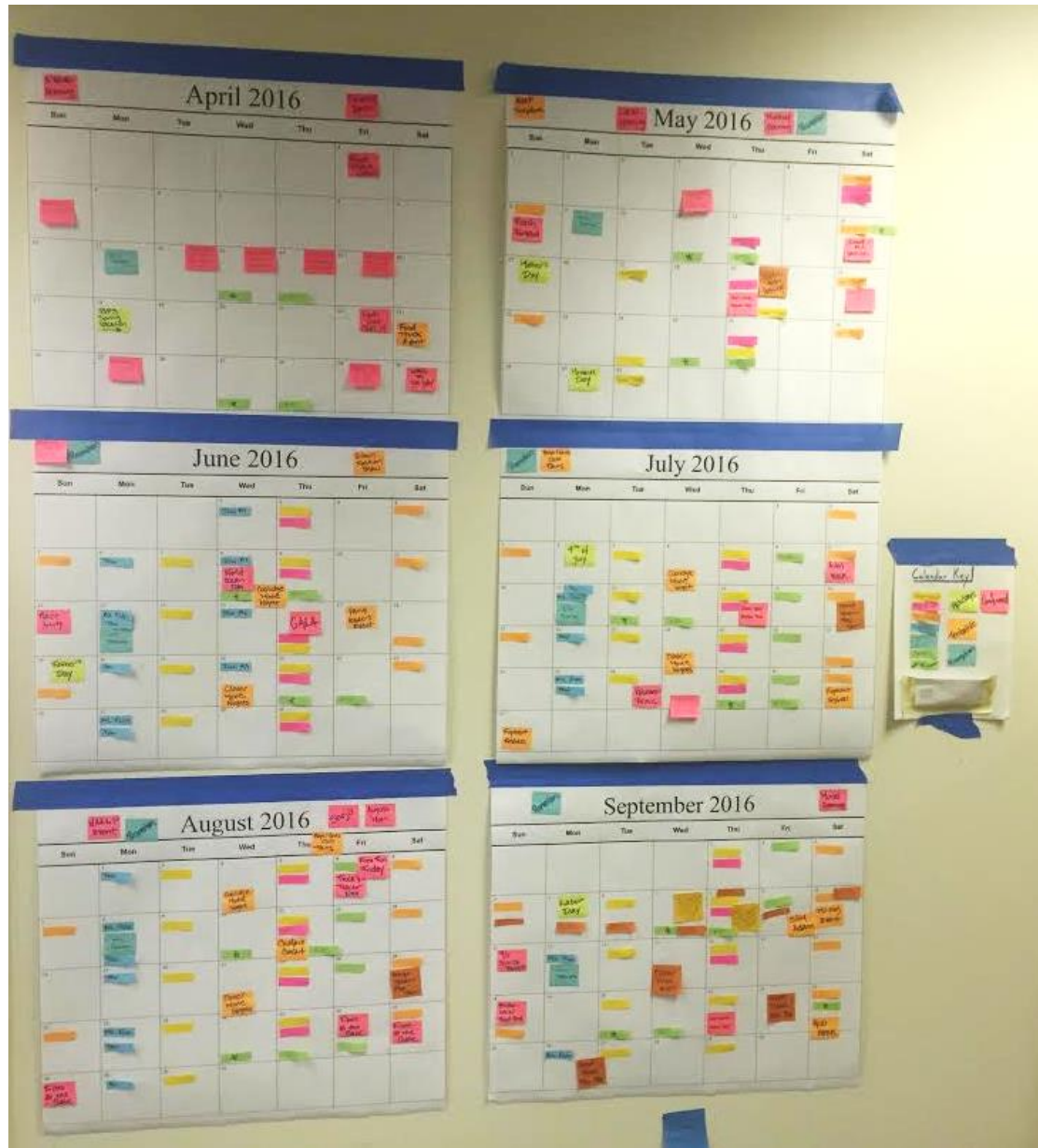
THIRD CLIFF BAKERY



CHIKchak
FOODTRUCK



Building the 2016 Calendar



Major Upcoming Events

- April
 - New Food Truck Season (4/1)
 - Food Truck Festival (4/23)
- May
 - Block Party Start (5/12)
 - Farmer's Market Start (5/17)
 - Greenway Wide Public Art Opening (5/19)
- June
 - Race Amity Day (6/12)
 - Greenway Gala (6/16)
 - Glow in the Park (6/17)
- July
 - FIGMENT (7/30 & 7/31)



Photo Credit: Pierce Harman

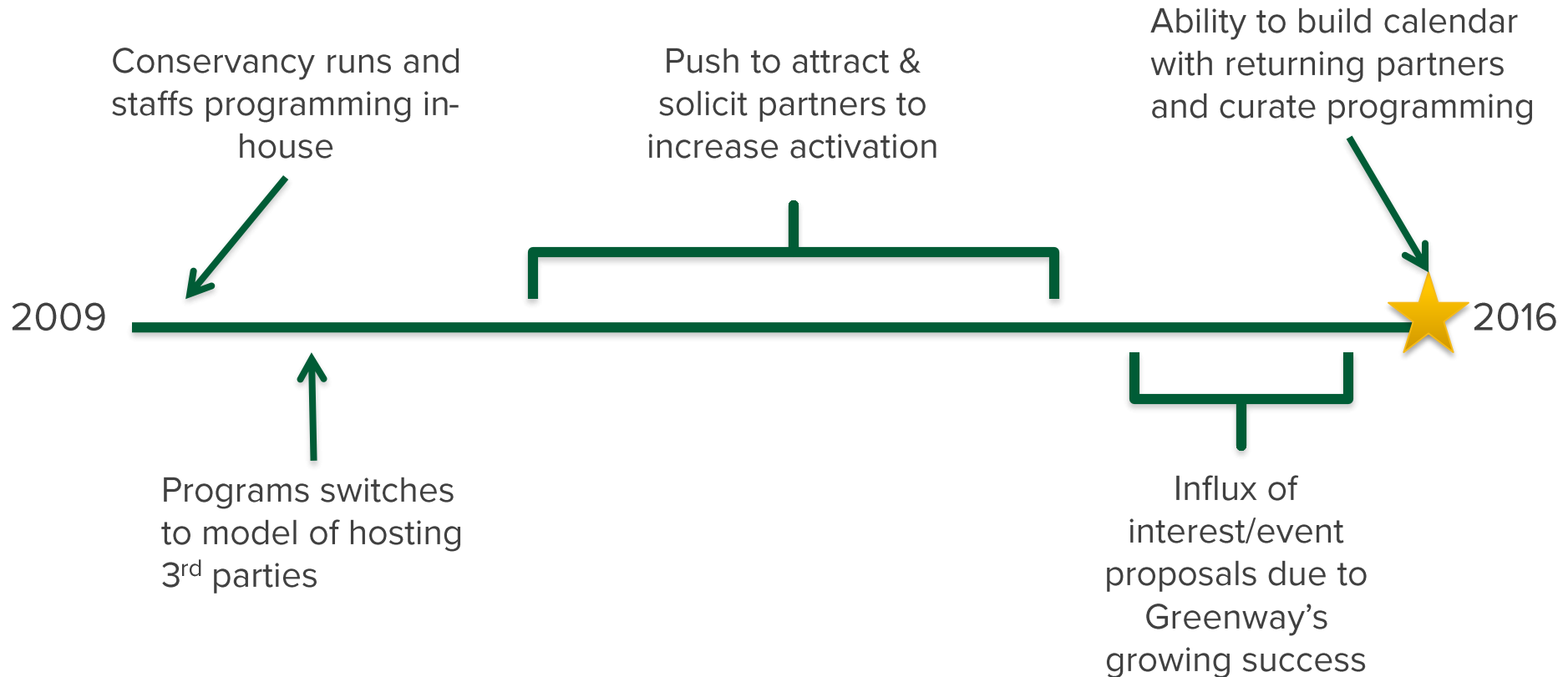
Major Upcoming Events

- August
 - Truck & Tractor Day + Free Fun Friday (8/5)
 - Films at the Gate (FATG) (8/26 -8/28)
- September
 - For the Love of Beer (9/9 & 9/10)
 - Boston Local Food Festival (9/18)
 - HUBweek Event (9/24 – 10/1)
- October
 - Street Pianos (9/25 – 10/10)
- Winter
 - Caroling at the Carousel (December Fridays)
 - More to Follow

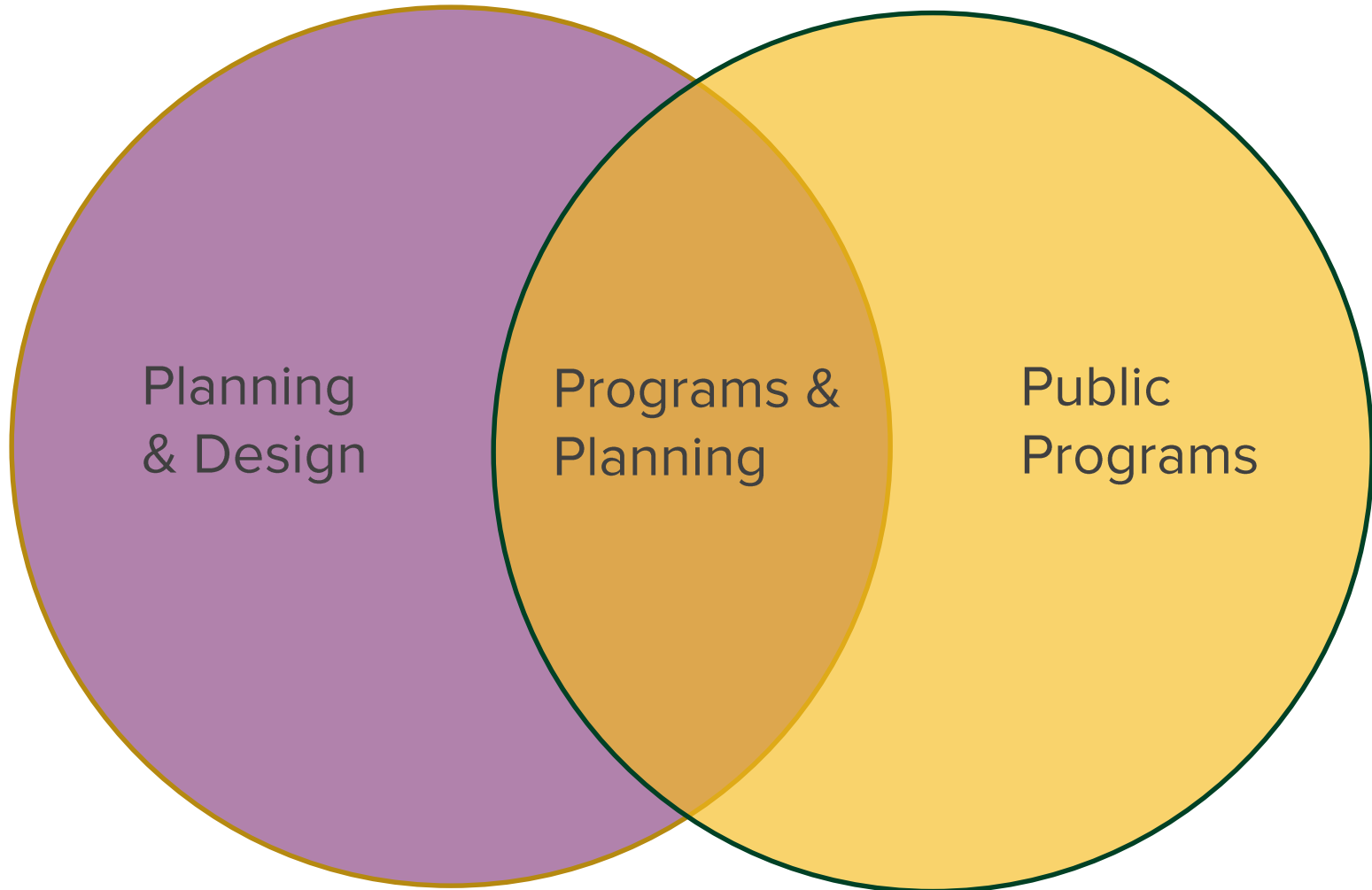


Department Evolution

Conservancy Programs Evolution



July 2015: Combined Two Departments



WHAT is Programs & Planning?

P&P

Major
events

New event
proposals

Recurring
events

Promotions
& sampling

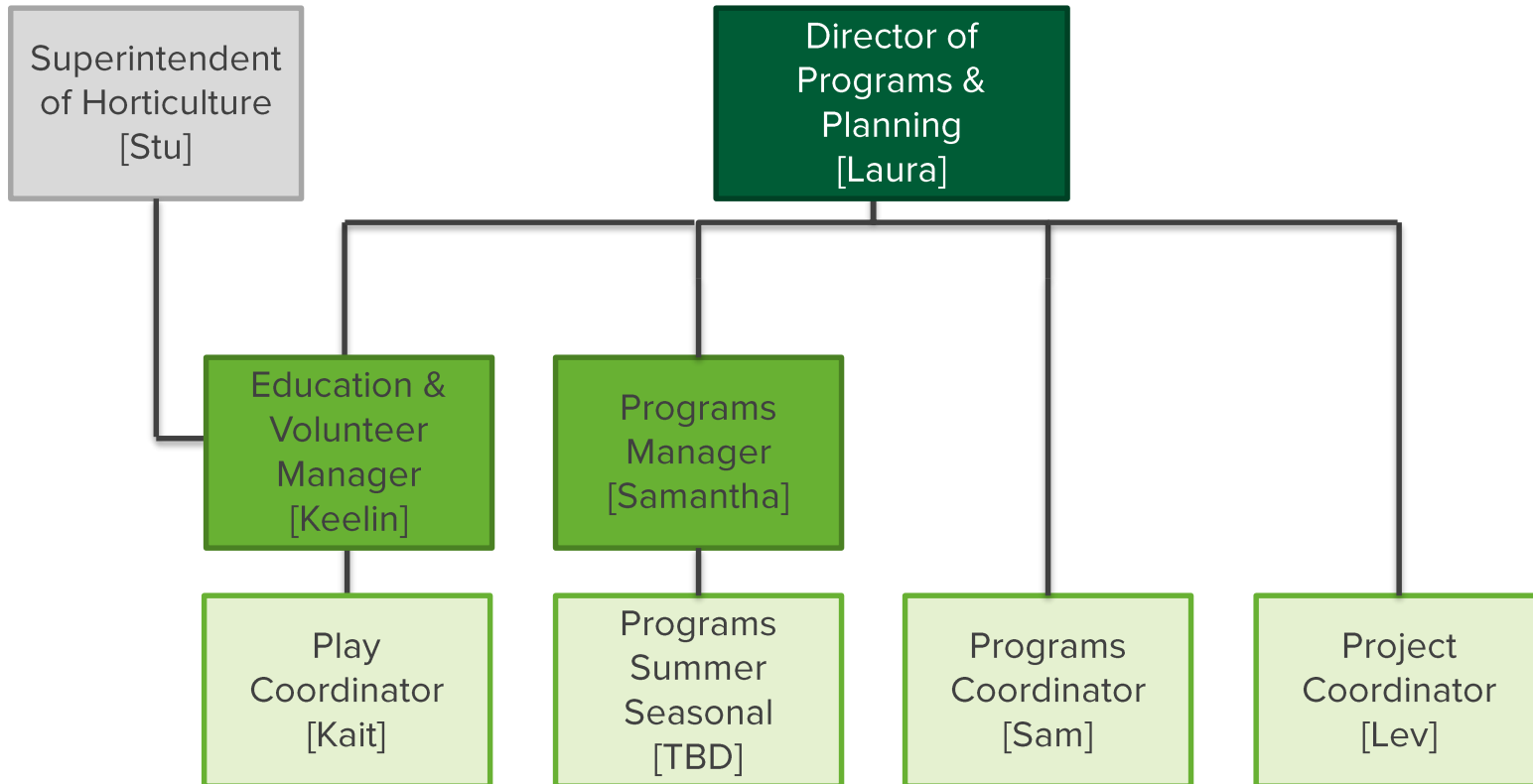
Winter
activation

Carousel

Project
management

Play

WHO is Programs & Planning?



An aerial photograph of a city street scene, likely in New York City, showing a wide intersection with tall buildings on all sides. The image is overlaid with a semi-transparent green filter. In the center of the intersection, there is a large group of people gathered, possibly for a protest or a public event. Several vehicles are visible, including a white van with 'KIM KIM' written on its side and a white truck with 'EVANGELISM' on its side. The text 'Greenway Park Use Guidelines' and '2016 Updates' is overlaid in white and dark green respectively.

Greenway Park Use Guidelines

2016 Updates

Proposed 2016 Updates

- Original Guidelines: adopted 2010, but largely written before park opened
- Process for proposed updates:
 - Requested by MassDOT in 2015 lease
 - Conducted with significant legal (in-kind!) assistance from Goulston & Storrs
 - Reviewed with Mark Boyle
- Changes in proposed updates:
 - Significant language and layout clean-up
 - Strengthened language around free speech & time/place/manner permitting, drawing on Occupy Boston court ruling
 - Explicit permissions for in-park fundraisers, ticketed events, commerce, and limited private uses
 - Fee schedule (to be presented annually to Board)
 - Clear language about protecting the park from overuse
 - E.g., deposits for damage & cleaning
 - E.g., turf management policy

2016 Fee Schedule

- Application fee
 - \$25 for non-profit organizations
 - \$100 for for-profit organizations
 - Additional fee for late applications: \$50
- Sampling & promotional activities space rental (approx. 10'x10' space)
 - Beginning at \$325/hr for Dewey Square Park
 - Beginning at \$250/hr for all other parks
- Market rev-share
 - 5-15% for-profit organizations
 - 20-25% for-profit organizations
- Furniture moving: \$300 - \$800
- Programs support staff beyond regular business hours: \$40/hr
- Damage and cleaning
 - \$4/SF for lawn replacement
 - \$300/hr for cleaning

Protecting The Greenway from over-use

Turf Management: Rest, Rotate, Recover

- **REST:** Lawns closed as needed in short-term (primarily weather related)
- **ROTATE:** Regular alternating of events
 - Block Party
 - Fitness Classes
 - Designated days/locations for returning & new partners
 - Rotation within park district location
 - Berklee Summer Concert Series: P8 Elm/P10 Plaza
- **RECOVER:** Scheduled rest in advance
 - Lawn aeration
 - Major work
 - Monthly closures, alternating heavy program areas